

## Message Text

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62

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W

----- 092491

R 201330Z MAY 74

FM AMEMBASSY BUENOS AIRES

TO USDOC WASHDC

INFO SECSTATE WASHDC 6539

UNCLAS BUENOS AIRES 3649

FOR: OIM/MOLNAR.

E.O. 11652: N/A

TAGS: BEXP-AR.

SUBJECT: FINAL REPORT - USTC PROCESS CONTROL EXHIBITION.

MAY 13-17, 1974.

1. PROCESS CONTROL EXHIBITION.
2. BUENOS AIRES, USTC MAY 13 - 17, 1974.
3. 10 EXHIBITORS.
4. SALES DURING EXHIBITION - \$ 470,000.
5. SALES PROJECTED FOR 12 MONTHS - \$ 3,480,000.
6. NUMBER OF EXHIBITORS SEEKING DISTRIBUTORS  
OR LICENSE AGREEMENTS - 3.
7. NUMBER OF AGENTS OR DISTRIBUTORS APPOINTED DURING  
EXHIBITION - 2.
8. NUMBER OF LICENSE AGREEMENTS UNDER NEGOTIATION - 1
9. NUMBER OF REGISTERED VISITORS - 1,336.
10. EXHIBITORS FULLY ACHIVING PARTICIPATION OBJECTIVES:  
ALL 10.

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11. TRADE LEADS - TOTAL 1100 REPORTED BY EXHIBITORS.

12. SEPCIAL COMMENTS BY EXHIBITORS:

"BEING A TOTALLY NEW PRODUCT ON THIS MARKET, THE EXHIBIT ACHIEVED FOR OUR LINE RESULTS WHICH WOULD HAVE REQUIRED MANY MONTHS BY MORE TRADITIONAL MEANS. EXCELLENT ORGANIZATION AND BACKING FROM THE TRADE CENTER WERE INSTRUMENTAL IN THIS SUCCESS."

GELMAN INSTRUMENTS CO.

"EXCELLENT RESPONSE TO NEW EQUIPMENT SHOWN. PERFECT ORGANIZATION OF TRADE CENTER WAS CHIEFLY RESPONSIBLE FOR SUCCESS."

WANG LABORATORIES.

"WELL ORGANIZED. WELL PROMOTED."

BENDIX CORP.

"WELL SET UP SHOW. CAPABLE HANDLING OF ALL DETAILS. MOST HELPFUL PEOPLE IN TRADE CENTER. OUR PARTICIPATION WAS WELL WORTH OUR INVESTMENT."

VALTEK CORP. (NTM).

"VERY WELL RUN ESTABLISHMENT. THE SHOW WAS PERFECT FOR OUR NEEDS."

HOKE INTERCONTINENTAL (NTM).

HILL

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 MAY 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Review Date:** 28 OCT 2002  
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